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AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LIV No. 5

SEPTEMBER 1, 1931

Per Copy 20c



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ROCHESTER, N. Y.

American Fruits Publishing Co.

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AMERICAN NURSERYMAN
P. O. BOX 124 ROCHESTER, N. Y.

THIS PAGE REPRESENTS

American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1910, Will Hold Its Fourteenth Annual Meeting in West Baden Springs, Ind.—H. L. Haupt, Secretary, Hatboro, Pa.

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EVERGREENS
TREES
SHRUBS**

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up to 10 feet.
Hardy outdoor Ferns in 20 varieties.
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Perennials for the hardy border.
Water and Bog Plants.
Trade List mailed to the Trade

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FOR LINING OUT**

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POT GROWN VINES & CLIMBERS**

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Half the battle of selling these
days is having the right items to
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You May Want Some

Norway, Sycamore and Silver
Maples; Pin, Red, Mossy Cup,
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Butterfly Bush, Dogwoods, Dent-
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Our Trade List is ready.
Get next to one.

**Atlantic Nursery Co.
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**Scotch Grove Nursery
Growers of
EVERGREENS
For
Lining Out
GOOD ASSORTMENT
STANDARD SORTS
Price List on Request—Established 1871
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TREES**

For Ornamental or Forest Planting

Trees of known quality: raised from SEED at
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on 30 years' experience. All varieties. Sizes
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journal which covers the trade
news. Progressive Nursery-
men who do this possess an
undoubted advantage in busi-
ness plans and in their trans-
actions.

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FOR THE COMING ACTIVE MONTHS

**In
The American Nurseryman**

Chief Exponent of the
American Nursery Trade

*Exclusively for the Nursery Trade and Allied Interests
Logical Medium for Inter-Trade Communication
National and International Circulation*

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State St., Rochester, N. Y.

September 1, 1931

Season's Crop of Coniferous Tree Seeds

Regarding central European seed crop conditions, A. Grunwald, tree seed collector and extractor, Wiener-Neustadt, Austria, says that while last winter and spring were rather favorable for development of fruit and cones, the drought of this summer caused considerable damage. Of seeds of coniferous trees he says:

Abies pectinata promises a rather good crop in most regions where these seeds are harvested. The same may be said of *Abies nordmanniana* and the other varieties.

Biota will yield a small crop again, because the effects of the severe cold of 1928-29 are still felt.

Cedrus varieties promise rather favorable crops. The extreme heat may, however, be injurious to them. So it is recommendable to order them in good time, especially *Cedrus deodara*.

Chamaecyparis and *Cupressus*: I suppose that sufficient lots will be available in good quality.

Ginkgo biloba: Prospects not very good.

Juniperus communis: Only an insignificant crop can be expected after the record crop of the last year.

Juniperus sabina and *virginiana*: These items presumably short.

Larix europea: Trees show a good setting of cones. I hope I shall be again in position to deliver first-rate quality. In the Sudetic mountains the crop will be a bad one.

Larix leptolepis: After the good crop of last season, a failure can be depended upon this year. There are sufficient stocks left

of the last crop. Buyers ought to be very cautious, because large lots of badly stored and consequently not-germinating seeds will be sent out.

Larix sibirica: These as well as all other Russian seeds are a sphinx as they always have been.

Picea alba canadensis: A medium crop is expected here in Europe and I shall be able to deliver first-rate quality at advantageous prices.

Picea excelsa: The crop will be good in the Alps and Carpathians, as well as in the low districts of the south and the southeast of Europe. The crops in Germany, on the contrary, and in the neighboring western and northwestern regions will be sure to be bad.

Picea omorica: The new crop is another complete failure. Some good seeds of the last crop are still available however. Be on your guard and do not buy seeds the origin of which is not thoroughly proved, for only the genuine *Picea* i. e. the trees that grow in the Orient, give these beautiful and much demanded forms.

Pinus banksiana, *canariensis* and *insignis*: I shall dispose of sufficient lots of very good quality.

Pinus cembra: In central Europe the crop will be scanty again; it is probable that Russia will deliver lots of some importance of this item, but the germination of these seeds is in general very inferior and they are fit only for feeding-purposes.

Pinus halepensis: It is true that the crop is a good middle one. It will be recommendable to order early, the demand being very great in these last years.

Pinus laricio austriaca: This variety will

yield a wholly insufficient crop this year just as it did last year. Only at considerable expense it will be possible to cover part of the quantity wanted. The same may be said of *Pinus laricio corsica*.

As to seeds of deciduous trees and shrubs, Mr. Grunwald says: "I fear that especially of these seeds a good deal will fall off in consequence of the heat and that the greater part of those that remain will be empty, because of their being exposed to the heat." He is able, however, to supply good seeds in most of the varieties, in limited quantities. Of fruit seeds and roses he lists:

Apples and Pears: I fear that owing to the heat the greater part of the crops will be lost. In these last years I have had a region of production which allowed me to deliver pear-seeds and also some apple-seeds of truly genuine wild trees in especially good quality.

Prunus avium sylvestris: The crop is indifferent, many bad seeds are offered, therefore be cautious in purchasing.

Prunus mahaleb and *mirabolana*: A medium crop is expected. I can deliver especially irreproachable quality at very advantageous prices.

Rosa canina: The demand has much slackened in this sort. Sufficient quantities will be sure to enter in good shape.

Rosa multiflora: The yield will also be sure to cover the demand.

Stark Bro.'s Nurseries & Orchards Company were hosts to orchardists of the Middle West, Aug. 21. Interesting features of this meeting were Stark Bro.'s Nursery, variety test orchard, Burbank gardens, stationary spray plant, Paul and Lloyd Stark Orchard, a good packing shed with equipment and an interesting program.

SEEDLINGS

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Carefully graded and packed so they will reach you in first class condition. Apple, French Crab and Domestic Cherry, Mahaleb and Mazzard Pear, French, Bartlett, and Winter Nelis Plum, Myrobalan Maple, Norway

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Our soil and climate with the thorough cultivation given produces a very superior root system on all our stocks. TRY IT AND BE CONVINCED.

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Vice-President—Paul Stark, Louisiana, Mo.

AMERICAN NURSERYMAN --- September 1, 1931

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20¢; of previous volumes, 25¢.

RALPH T. OL'COTT
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

39 State Street,
Rochester, N. Y.

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FALL -- 1931

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ELM—Sizes up to 3 inch

MAPLE, SOFT—Up to 4 inch

MAPLE, NORWAY—Up to 1 $\frac{1}{2}$ inch

PEONIES—50,000, 3 to 5 eyes

BARBERRY—12/15, 15/18 and 18/24

SPIREA, V. H.—3/4 and 4/5

ARBOR VITAE, GLOBE—12/18, 18/24, 2/2 $\frac{1}{2}$ and 2 $\frac{1}{3}$

ARBOR VITAE, PYRAMIDALIS—3/4 and 4/5

PINE, MUGHO—15/18, 18/24 and 2/2 $\frac{1}{2}$

SPRUCE, NORWAY—Very bushy and compact, 18/24, 2/2 $\frac{1}{2}$, 2 $\frac{1}{3}$, 3/3 $\frac{1}{2}$, 3 $\frac{1}{2}$ /4, 4/4 $\frac{1}{2}$ and 4 $\frac{1}{2}$ /5

A general line of other items in lesser quantities.

C. M. HOBBS & SONS BRIDGEPORT, INDIANA

Established 1875

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Now is the time to place your order for Garden Pottery.

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Largest Pottery Manufacturers in the United States

FERNDALE NURSERY FALL BARGAINS

		Per 10,000	1,000	100
Abies Balsamea	4- 8 S	\$100.00	\$12.00	\$1.00
" "	4- 6 T	120.00	15.00	3.00
" Concolor	4- 8 S	125.00	15.00	3.00
Biotia Orient. Aurea	4- 8 T		10.00	2.00
" Compacta	4- 8 T		10.00	2.00
" "	4- 8 S		6.00	1.50
" "	8-12 S		10.00	2.00
Picea Alba	5-10 S	100.00	12.00	2.00
" Black Hill	4-10 S	250.00	30.00	4.00
" Excelsa	5-12 S	60.00	7.00	1.50
" "	6- 8 T	230.00	25.00	3.50
" "	8-12 T	280.00	30.00	4.00
" Special selected understock for grafting	3/16 to 5/16 caliper	280.00	30.00	4.00
" Borealis	4- 8 T		50.00	5.00
Pungens Glauca	6- 8 T	700.00	80.00	10.00
Pinus Banksiana	10-20 S	60.00	8.00	2.00
" Montana Mughus	4- 6 S	130.00	15.00	2.50
" "	4- 6 T	380.00	40.00	5.00
" "	6- 8 T		60.00	7.00
" "	8-12 T	100.00	12.00	2.00
Ponderosa	5-10 S		12.00	2.00
Resinosa	6- 8 S	80.00	10.00	2.50
Sylvestris	8-12 S		6.00	1.50
" "	8-12 T	10.00	2.00	
" "	12-18 T	20.00	3.00	
" "	18-24 T	40.00	5.00	
Thuya Occid. Am. Arbor Vitae	4- 8 T	20.00	3.00	

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AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

**The Chief Exponent of the American Nursery Trade
National Journal of Commercial Horticulture**

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LIV

ROCHESTER, N. Y., SEPTEMBER 1, 1931

No. 5

Wholesalers' Straight Talk to Brother Retailers

"On a Strictly Cash Basis" Slogan of Lee McClain, Knoxville, Tenn., Whose Ringing Call to Action at Southern Association Convention Follows

FOR the last three years there has been much said, but very little or nothing done, concerning Nursery credit and terms of sale. I don't know how far back the custom of Dec. 1 and June 1 payment was established in the Nursery business, but I do know that it was so long ago that it has become exceedingly stale and irritating compared with modern business methods of today.

All Nurserymen know that it takes from one to five years to produce a crop of Nursery stock; depending, of course, on the type of stock you are growing, and I dare say that the majority of us will have to go to our banker somewhere along the line and borrow money to help grow our stock, and in addition to this, we take all the chances of the hazards of the elements, the freezes, droughts, floods, hail storms, and various insect pests, and then we dig and ship our stock to the customer in first class condition or he will not accept it. The chances are that the customer has the stock sold before he buys it. And if the grower has had his money tied up in growing the stock for from one to five years, why should he be required to wait six months for his money after the stock is delivered. Why should not the purchaser be willing to tie his money up for a few months if necessary, because he has no chance to take except to deliver and collect his money.

Root of the Trouble

Right here in my opinion is where we are coming to the root of our troubles. It makes no difference how many times an article is sold wholesale, it has eventually to go to the retail customer before it is consumed, and if the retail customer fails to pay for it somebody loses his money.

I am not in the retail Nursery business, and I never expect to be, but if I was, I would have an entirely different method of selling to what most of you retailers have. Instead of advancing 10 to 15 percent on sales to my agents on orders taken, I would pay my agents 25 or 30 per cent commission, or whatever it might be, and I would require that agent to collect his commission from the customer at the time the order was taken. When the agent was through selling at the end of the selling season, I would be through with that agent, so far as that season's business was concerned. And then each and every order would go direct to the consumer C. O. D., and you may rest assured that if the customer had already paid

as much as one-fourth of the bill there would be very few that would not be taken up and paid for, and this would eliminate all the expense of delivering and collecting.

Can't Be Done?

Now, I know some of you will say, "Oh, that can't be done; we could not make any sales." Well, I will admit that it might be hard for just one concern to make any big sales if the other concerns sold on the old

if we went in debt \$10,000 this year, we would make \$20,000 next year, but where are we today? Pay-day has come, and what is the reply when you write or even wire a customer that he must pay his bill. The majority of them come right back with the reply, "I can't make collections; when somebody pays me, I will pay you." But that argument doesn't satisfy your banker, if you happen to owe him anything and promised to pay Dec. 1 and failed to collect, and then promised faithfully you would pay June 1 and still didn't collect.

Now, gentlemen, I don't claim to be any kind of a Moses, and I am certainly not going to try to lead anyone out of the wilderness except myself, but the only salvation that I can see for my business is to curtail expenses to the limit, plant next to nothing for the next year, and pay cash for everything that I buy, and get the money for what I sell.

What the Old Custom Does

If I had all the money that I have lost in the last ten years by selling on Dec. 1 and June 1 terms, when I leave this convention I would take a trip to Europe and I wouldn't care whether I got back in time for the shipping season this fall or not. One among many of my customers failed to pay me last June, I accepted his note for \$1900 until Dec. 1, and in order to help him out I shipped him another car in October. December came and he didn't pay. Jan. 1 I threatened to sue him and he took bankruptcy and I lost the \$1900 in addition to the stock shipped in October. Another customer owed me \$1350 for stock shipped last November and due June 1, he didn't pay and in July I accepted a ninety-day note. Last week I got a notice that he was in receivership, and of course I will have to kiss that goodby, or at least the most of it. These are just a few examples of my experience with the old custom of Dec. 1 and June 1 terms, and this is one of the main reasons why a lot of bankers have lost faith in the Nursery business and call it a hazardous business.

Recommended in Detroit

At our meeting in Detroit in July a group of the good Nurserymen got together and recommended the following terms: 2% ten days, 30 days net from first of month following date of shipment. Now, this is better than anything we have ever had, and would probably be the best thing to do for the

(Continued on Page 100)



LEE McCALIN, Knoxville, Tenn.
Washington Heights Nurseries

Central European Tree Seed Crop Prospects

Outlined Together With Season's Results—In Alpine Zone, Along Etna's Flanks and Ionian Sea—High Value of *Pinus Calabrica*—Harvesting Scenes

By Arturo Ansaldi, Tree Seedsman and Nurseryman, Bologna, Italy

THE prospects of the seed crop which will be made during the present season are excellent for all kinds with the exception of a few for which it is too early (June) to pronounce with certainty.

The "Morus alba" and the wild fruit stones (*Prunus avium sylvestris*, *P. myrobalana*, *P. mahaleb*) are nearly ripe and permit us to foresee a sufficient harvest to meet any normal demand. Also the shrub seeds (*Daphne mezereum*, *Cercis siliquastrum*, *Hippophae rhamnoides*, *Mahonia aquifolium*, *Rhus cotinus*, *Viburnum lantana*) are nearly ripe and give good hopes of a satisfactory harvest. The seeds of "*Syringa vulgaris*" will probably be insufficient for the ordinary demand on account of the persistent bad weather at the time of flowering. The harvesting of "*Crataegus monogyna*" appears more difficult for two sorts of reasons: First, on account of the periodical trimming of the hedges along the roads; and, second, owing to the appearance of a grub which attacks the leaves in May and during several weeks seriously compromises the frutification in those hedges which being distant from the roads and therefore remaining untrimmed suffer from the aforementioned grub.

In the Alpine Zone and surrounding territory where the *Larix europaea* and *Pices excelsa* predominate these kinds promise a good crop; thus besides the two species already named all kinds of pines promise well. On the Apennines in central Italy and along the coastal lines the harvest of certain conifers whose seeds want two years to ripen, as *Cupressus sempervirens*, *Pinus halepensis*, *P. pinaster*, *P. Pinea*, is now in progress. The harvest promises to produce a quantity sufficient to satisfy a normal demand for *Pinus strobus*, *P. strobus excelsa*, *Chamaecyparis Lawsoniana*, *Thuya orientalis*, *T. Lobbi*, *Taxus baccata*, *Juniperus virginiana*, *Taxodium distichum*, etc., of crop of 1931.

For all kinds of *Cedrus* (*C. Deodara*, *C. Atlantica*, *C. Libani*) which are cultivated in the parks in the zone of the lakes in northern Italy, and in the neighborhood of Bologna the crop is certain but not abundant—middle crop. Also for all kinds of *Abies* (*A. Cephalonica*, *A. nordmanniana*, *A. Pinsapo*) we foresee a normal crop. In the



ARTURO ANSALONI, Bologna, Italy

Apennines of central part of Italy the *Abies pectinata* is promising a satisfactory crop.

Along Etna's Flanks—It is foreseen that a good harvest will be produced of seeds of *Pinus Laricio* var. *Calabrica*, and my firm has already made the necessary arrangements to obtain a good supply of this excellent type which grows on the tableland of Sila, on the mount called Aspromonte and even along the flanks of Etna across the strait of Messina. Formerly foresters of foreign countries beyond the Alps in forestation made large use of *Pinus laricio* var. *corsica* using for this purpose seeds brought from the island of Corsica itself. Whereas for some years past the attention of such foresters and not a few scholars both Italian and foreign has been drawn to the *Pinus laricio* var. *calabrica*, which in Calabria especially occupies vast extents and forms magnificent forests of its sole species. Prof. Hückel of Paris; Prof. Guinier of the Forest School of Nancy; B. U. Bile, forest specialist to the Australian Government and other learned men have come to Italy and visited the tableland of Sila in order to increase their knowledge of the above mentioned pine. They were all accompanied by the admirable administrator of those state forests, M. le Chev. Storti, and were able to visit minutely the magnificent timber fields of *Pinus laricio* var. *calabrica*, bringing back an excellent opinion of the quality of the same and the possibility of its utilization. Each visitor has obtained the most precise and detailed information.

The forests of Sila have been forgotten almost up to our own days. The state of abandonment in which they were left by the Bourbon domination of about a hundred years ago, was protracted for many years even after the unification of the Kingdom of Italy and only after the last war in consequence of the undertaking of vast improvement schemes by the care of the

Italian government those forests have felt for the first time the pulsation of human life. A railway is now in construction and will offer an easy access as far as the center of the tableland of Sila and will render it possible to procure the seeds of *Pinus laricio* var. *calabrica* at a considerably lower price than any offered until now and such as will keenly compete with the *P. laricio* var. *corsica*.

Toward Ionian Sea—The tableland of Sila is formed of rocky broken and dry ground; the climate in this immense tableland is typically continental. In winter the snow remains for some time maintaining a climate fairly cold. In summer the climate is cool, and very subject to drought. It is so true that the species desirous of damp are pushed by the pine towards the "Piccola Sila" where towards the shores of the Ionian sea they meet with mixed forests containing not only pines but *Fagus sylvatica* and *Abies pectinata* with various kinds of undergrowth; this association of trees does not occur in the "Grande Sila" except in the case of short, cool and shady slopes.

Under the secular avenues which have remained till today in a state of abandonment there swarm multitude of young shoots assuring the perpetual renewal of the forest. Each time that fire caused the destruction of a part of the forest in a very short time



Scene in Operation of Extracting Seeds of *Pinus Laricio* var. *Calabrica*, by Arturo Ansaldi, Italy

the pines were seen to rise up again with a luxuriant and surprisingly vegetation.

High Value of *Pinus Calabrica*—The timber of *Pinus laricio* var. *calabrica* of the Sila attains a height of between 120-130 feet (and certain cases as much as 150-170 feet) and possesses a very bulky heart. The presence of such a mineralized central nucleus completely soaked in resin renders this type of pine extremely valuable for naval construction and for all sorts of joists, beams and rafters. Pieces can be obtained of length 70-80 feet, squared as living wood 16 x 16 inches. Nearly all the beams in the very ancient church St. Peter in Rome are of *Pinus laricio* var. *calabrica* and come from the forests of Sila.

Until now the *P. laricio* var. *calabrica* which lives in the forests of Sila has not been attacked by any diseases or any parasite. It is very resinous considerably more so than any other indigenous conifer.

Where the natural dissemination does not take place it can be reproduced by sowing on the ground which has been previously slightly turned over. This pine can be transplanted fairly well and without great loss.

Corn Borer in N. Y. State—A combination of a favorable season for the development of the insect and neglect on the part of many farmers during the past two years to follow cleanup measures advocated for control of the pest, thus permitting it to build up its numbers, has resulted in a marked increase in infestation of the European corn borer in Western New York, declares Dr. G. E. R. Hervey, entomologist at the State Experiment Station, Geneva, who is making a special study of methods of combating the borer.



Threshing-Floor Built in the Sila Mountains, Southern Italy, for Extraction of Pine Seeds; as Used by Arturo Ansaldi, Tree Seedsman, Bologna, Italy

For More Effective Pacific Coast Association

President Thompson Advises Local Groups, Central Meeting Places, Monthly Sessions —Winter Selling Schools, Standard Grading, Discuss Prospects of General Interest

In his address at the annual convention of the Pacific Coast Association of Nurserymen, President W. C. Thompson, Tacoma, Wash., said:

"Perhaps the best way to make our organization more effective for service to every branch of the Nursery business is to form local groups with central meeting places where we can convene monthly. The groups are already formed in British Columbia, Spokane, Puget Sound, San Francisco, and Southern California. The state vice-presidents would then have definite duty of presiding over these meetings and directing the deliberations. In these groups I would advise the establishment of winter selling schools for the edification of Nurserymen.

"Furthermore, adequate inspection of growing stock, instead of waiting until the shipping season, should have the careful consideration of the convention. In this connection we should obtain a federal inspector to train the state deputies.

"Progress has been made in grading, but I wish to call your attention to standard grading of Nursery stock in each state and ask that you carefully consider the committee report on this problem.

"Above all, I would recommend that this body select certain definite projects of general interest to its members each year and center its united efforts upon their completion."

Mr. Thompson called attention to the George Washington Bi-Centennial tree planting of 10,000,000 trees. Other projects to consider, he said, were the National Publicity Campaign, the use of the official journals for discussing and announcing matter of general interest, a national board of horticulture, cooperation with competent landscape architects and cooperative advertising groups.

growing 'in beds' and 'in field,' the term 'in the open ground' will henceforth mean after planting out from pots, flats, greenhouse, etc.

"5. Any coarse or tap rooted plants that will not make a good root system must be transplanted or root pruned as often as is necessary to qualify for grade No. 1. This should be done at least once within the first three years."

With the exception of the word "unclassified" for plants falling below the No. 1 classification, the other good points in the Washington State Standard have been incorporated in the recommendations, and the National Association Standards have been used wherever practicable.

Ohio Nurserymen's Permanent Exhibit—
In regard to the permanent exhibit of Nursery stock to be placed on the Lake County Fairgrounds in front of the Merchants' Building in Painesville, O., under the auspices of Nurserymen of the county and the Lake County Garden Club; in space 125 x 150 feet, Julius Kohankie reports that 44 Nursery concerns have volunteered to provide the exhibit. The plans call for a circular layout, in the center of which will be a pool. A 12-foot walk will bisect the parcel from east to west and the exhibits will be arranged in semi-circles between the center pool and a bank of appropriate shrubs and trees.



Why Thomas Jefferson Believed In the Number Thirteen

**Being Just So Tale
Number Thirteen**

LAST spring was fortunate in being the guest of the present owner of Poplar Grove, Thomas Jefferson's Retreat Home. Here it was he used to come for seclusion, to escape the horde of people constantly imposing on his hospitality at his Monticello home near Charlottesville, Virginia.

The Retreat Home is octagon shaped, built of slave-made brick, after plans and designs of Jefferson's. In front of it, are thirteen huge Tulip Poplars, all planted under Jefferson's direction. Thirteen, not for unluckiness. But standing for the thirteen states that then formed the Union.

John Marshall, the first Chief Justice, for the same reason had a book case with 13 panes of glass in each door. You can see it at his old home in Richmond.

When you stop to think of 13 as those master minds did, it sort of makes our superstition seem mighty cheap.

Having said which, something reminds me that we have 300 acres in evergreens, deciduous stock and hardy plants. If it is fine, dependable stock you seek, looks like this was your lucky place. But don't take our word for it. Come and see for yourself.

Next Just So Tale will be about The Chestnut Oaks at Gettysburg.

F. & F. Nurseries
FLEMER HOLDING CORP.
SPRINGFIELD NEW JERSEY



AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

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Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.

ROCHESTER, N. Y., SEPTEMBER 1, 1931

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production."

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes. Cut rates, "clubbing," premiums and deferred payments are not used. It carries no subscription in arrears.

The Mirror of the Trade

Nurserymen Making America More Beautiful

COMMENTING on the remarkable results of the Yard and Garden Contest feature of the Nurserymen's Publicity Campaign, the contest manager, George M. Sheets, says: "Everywhere the contests have brought results. Actual dollars have been added to property values by the clearing up and planting of individual home grounds. Appearance of cities as a whole has been greatly changed for the better. Attractive yards make inviting streets. Beautiful thoroughfares distinguish any community. Greater civic pride and loyalty are built up."

AN OPPORTUNITY PASSED UP

Summer meeting of the Eastern Nurserymen's Association was held Aug. 19-20 in Bridgeton, N. J. About 75 persons were at Hotel Cumberland when President R. T. Brown, Queens Village, N. Y., opened the evening meeting. Vice-President Lester Needham, Weiser Park, Pa.; Secretary E. H. Costich, Westbury, N. Y., and Treasurer Albert F. Meehan were present. The first speaker was L. H. Worthley, U. S. D. A., who is regarded as actually interested in securing, for Nurserymen and others affected, as little quarantine interference as is consistent with safety in insect control, feeling that Nurserymen and others have been needlessly hampered and desiring to ease their burden. Mr. Worthley said he had nothing to report, but promised such co-operation as he could give. Prof. Ralph W. Curtis, Cornell University, brought a collection of twigs with foliage and fruit of flowering crab and explained at length how these plants can be identified when not in bloom.

And that was the extent of the formal session. The next day was spent in viewing the Nurseries of Jackson & Perkins Company and Koster and Company, in both of which a fine selection of Nursery stock was in evidence. Charles H. Perkins provided refreshments.

We had hoped to record real discussion at this meeting of some of the vital questions arising from Nursery trade conditions. For some time the trade has depended upon the regional and state organizations for constructive work in meeting problems of the present day which are more than ordinarily oppressive. Conditions are such that it would seem that 75 Nurserymen could not assemble, even in late summer time, without earnest discussion of greatly needed orderly marketing of Nursery stock, for instance. Certainly some of those present at the Bridgeton meeting must have had this or other important trade subjects in mind. From what has been said repeatedly and earnestly—indeed emphatically—in the trade press by leading Nurserymen there is an emergency to be met—now.

Some of the most capable men in the trade are in the Eastern Association. The nearest approach to evidence of realization that something besides viewing an accumulation of fine Nursery stock in rows is in order when more than three score and ten representative Nurserymen get together for two days was a group of leaders including one of the Flemers, Mr. Harper and Mr. Brown with heads together in earnest discussion after the Bridgeton meeting at which there had been no earnest discussion. But the benefit of the opinions of some sev-

enty other Nurserymen present could not then well be obtained.

It is presumed that as an after-thought it will occur to some members of the Eastern Association that there might profitably have been, in addition to a pleasurable jaunt, an hour or two of discussion, on what the Pacific Coast Association has long been progressively considering—the orderly marketing of stock—with a request that the executive committee of the E. N. A. arrange to submit to the members suggestions that would bring about some definite regulation of the disposal of surplus stock. Alfalfa Bill in Oklahoma has shown what real regulation can do.

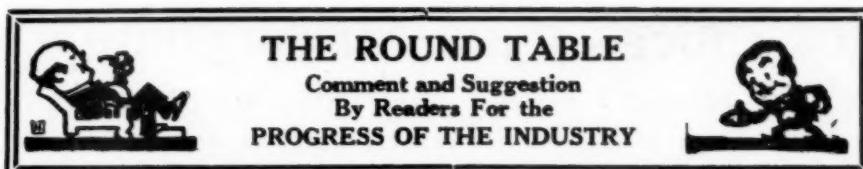
"NOTHING TO REPORT"

Relief from effects of unethical practices by State Nurseries management will have to be obtained, apparently, through other means than by any action on the part of the American Association of Nurserymen which has no Code of Ethics, leading members boasting of that fact.

While under that boast the A. A. N. committee on State Nurseries escaped unscathed when it caused to be announced at the Detroit convention that it had no report to present, Nurserymen of the State of Idaho had reported that through their efforts the Idaho state authorities had directed the University of Idaho to cease distributing Nursery stock in direct competition with commercial Nurserymen of Idaho; and an official of the Virginia Conservation Commission traveled from Richmond to Detroit to warn the A. A. N. in convention that if Nurserymen of Virginia and of the other states did not have formal delegations from state Nursery organizations at hearings of state conservation commissions when matters of direct interest to commercial Nurserymen were under discussion, the Nurserymen were likely to be direct losers!

While the A. A. N. committee on State Nurseries could find nothing of interest to report notwithstanding the leads advanced in the columns of this journal throughout the last fiscal year, Mr. Burson (not a Nurseryman) having done the Nurserymen's investigating for them, reported that Virginia Nurserymen were planning to form a state association largely for the purpose of securing consideration for the trade when matters of state need for Nursery trees were under discussion—a movement that a few weeks later was brought to fruition, the executive secretary of the Virginia Conservation Commission attending the Nurserymen's state organization meeting and pledging cooperation! Four other state officials were at that meeting!

"At almost any cost men must keep open the channels of understanding and preserve unclouded, lucid and serene their receptiveness of truth."—Walter Lippmann

**Is There Nursery Surplus?**

Editor: American Nurseryman:

It is interesting to note that the optimists in charge of the Eastern Nurserymen's Association recently assembled in solemn conclave in the Cumberland Hotel at Bridgeton, N. J., did not feel that any surplus of Nursery stock was present at this time, and that what to do with the glut, the slashing of prices, dumping and other irregular practices did not deserve time for consideration by the members of the Eastern Association.

Well, as the meeting assembled at 8 o'clock and very few people cared to stay up until morning talking about something unpleasant, perhaps it was just as well that nothing was said about this thing and that these matters be discussed in the public press only.

As to whether or not a surplus exists may perhaps be open for debate; but as near as I can see some Nurserymen feel that there is a surplus, else why would they sell at such ridiculously cut-rate prices—prices so low that they are below the usual and even now prevailing prices for freshly-grafted evergreen stock. Such prices average between 35c and 45c. Young three-year old evergreens are sold at prices ranging from \$25 to \$50 per 100 B & B delivered, and the sizes range from 18 inches to three feet high. True, the wholesale Nurseryman's catalogue does not reflect this condition, but anybody who believes that a wholesale catalogue under present conditions means anything is mildly insane.

This condition cannot continue without ruin to the industry. Probably the prices at wholesale, and retail too, have been too high; but there was a scarcity to a degree on certain lines; and now, with the depression and reduction of sales, a very liberal supply develops into a glut. Plant material is dumped on the market, sold to gas stations, road stands, department stores and mail order houses at such prices that should make the angels weep and the bankers and Nurserymen worry. Yet not a word was said from the platform occupied by the eminent officials of the Eastern Nurserymen's Association at Bridgeton.

It is entertaining to know that a comedy is going to be enacted very soon, because I read in the editorial section of a Nursery paper that the American Association of Nurserymen solemnly enacted something to the effect of the following: "Any Nurseryman who sells at wholesale prices (there was nothing said about selling **below** wholesale prices I believe) to business firms outside the Nurserymen's ranks is subject to censure or expulsion."* One of my friends to whom I, in a cheerful frame of mind, communicated this information said with a laugh, "You must have read that in the comic section of the Nursery papers." "No," I said, "I read that in the editorial section." "Yes," he said, "but that was misplaced, it was intended for the comic section. You know it is hard to imagine anybody who has frequently done these things sitting in judg-

ment over others who have just recently begun to do this unethical thing. "No," he said, "that was just meant as a joke."

The more serious newspapers do not consider this cut-rate business a joke. True enough, war prices cannot be maintained, nor should be; but surpluses should either be destroyed or kept at home, transplanted and held for future sales when conditions improve. Frankly, in most cases I believe it impossible to find room to transplant the surplus. My recommendation is that even if some few big producers insist upon dumping their surplus upon the market, there is no occasion for all retailers to follow that lead.

I enclose herewith a clipping from the Philadelphia Record of Aug. 20. True enough, this perhaps is no more than what has already been said before by myself and others, but as it comes from a paper of such high standing as the Philadelphia Record and is so well written, I feel it would be well if the trade papers would publish this and let the Nurserymen ponder.

In my opinion the Eastern Nurserymen's Association, if not the national association, should call a meeting of its officers and directors promptly to discuss how to make the business of production and marketing orderly and reasonable, as that is America's greatest commercial problem.

A. E. WOHLERT
Narberth, Pa.

Industry's Troubles Pay

The Phila. Record to which Mr. Wohlert refers directs attention to glutting of the banana market along the Atlantic seaboard through efforts by two big supply companies to control the trade. Prices are lowest in years. Says the Record:

Each is toting all it can. As a result in Baltimore part of one shipload had to be thrown into the sea—couldn't be sold at any price. Philadelphia is gorged. So is Boston—and still the ships steam up. Yes, they have bananas.

The trouble with price wars of any kind is that they are moratoriums on common sense, and moratoriums on values.

The effect they have on trade is lastingly bad. For they disturb the consumer's basic sense of worth, give him the uneasy feeling that prices on all commodities are at the mercy of some mercantile overlord.

This, of course, is not the truth. Honest prices result from orderly marketing of staple commodities. And the extraordinary conditions which cut below these reasonable prices are bad. Industry's troubles pay for such consumers' savings.

How to make the business of production and marketing orderly and reasonable is America's great commercial problem. The banana situation merely reflects an all-too-common state of affairs in many lines.

North American Nurseries, Grand Rapids, Mich., has been incorporated, \$10,000.

HOW IDAHO HANDLED IT

How Nurserymen of Idaho have handled the problem of dealing in ornamental Nursery stock by the University of Idaho to the detriment of commercial Nurserymen is explained by David C. Petrie, of the Petrie Landscape Nurseries, Boise, Idaho. Through the Idaho State Board of Education the Nurserymen secured passage of a resolution directing discontinuance of such sale of stock by the university, allowing a reasonable time for closing out. Commercial Nurserymen of the state are urged to see that this order is enforced. They have no complaint to make of the Clark-McNary act, but they are opposed to such sale of ornamental stock as is referred to, since such sale is 90% of their business.

President Hilborn as Judge—With E. C. Hilborn, Valley City, N. D., president of the A. A. N. as judge, the Lisbon, N. D. Yard and Garden Club held its second annual show last month. Thirty-seven exhibitors entered 234 separate exhibits in the 29 classes of the show as compared with 29 exhibitors and 121 exhibits in 19 classes in 1930 show.

Dr. L. H. Bailey, author of "Hortus, A Concise Dictionary of Gardening" (Macmillan), and his daughter recently returned from Barro Colorado Island in Gatun Lake, Panama Canal Zone, where Dr. Bailey, who is professor of botany at Cornell University, was studying tropical flora in the government wild life preserve.

Postage Rate Increase—U. S. Post Office Department announces that effective Sept. 1 rate of postage on letters to Canada and Newfoundland (including Labrador) by the ordinary means will be three cents for each ounce or fraction thereof; on single post cards two cents. Rate for air mail will be six cents for first ounce or fraction thereof, and ten cents for each additional ounce or fraction thereof. On the same date present first class rate of two cents on letters and post cards to Great Britain, Northern Ireland and the Irish Free State, will be increased to five cents for the first ounce or fraction thereof on letters and three cents for each additional ounce or fraction thereof. The post card rate will be increased from two cents to three cents. Corresponding increases are made in rates on mail from Canada and Great Britain to the U. S.

Directory of Field Activities—A small booklet of information concerning the Plant Quarantine and Control Administration of the U. S. Dept. Agriculture; gives list of administrative leaders in Washington and in the field, outline of the work and list of field stations. Copies may be had at 10c each from supt. of documents, Washington, D. C.

It is no longer necessary to report the final distribution of flower bulbs imported under the provisions of item 1 of regulation 3 of Quarantine No. 37. Importers of Nursery stock, other plants, bulbs, and seeds, however, will continue to furnish the notices of shipment required by regulation 11 of that quarantine.—Lee A. Strong, P. Q. C. A.

Size and weight limits of parcel post packages were increased last month; width plus girth, from 84 to 100-inch maximum; weight limit 70 pounds in all zones.

TIMELY TOPICS IN REPRINT ARTICLES—10c EACH

- Nursery Business Analyzed—Timely Remedy Is Suggested**
By Manager of Bradstreet's Commercial Agency—A Constructive Talk
- How To Make a Nursery Salesman Out of Raw Material**
By E. H. Smith, Vice-President Harrison Nursery Co., York, Neb.
- Some Pleasant Fields of Personal Work With Plants**
By Dr. L. H. Bailey—Suggestions for Individual Craftsmanship
- Sent postpaid on receipt of price. American Fruit Publ. Co., P. O. Box 124, Rochester, N. Y.

*The reference is to the report of a committee on policy, of the A. A. N., in the administration of President J. R. Mayhew, at the Chicago convention of June 1919.

Should Be Planted Unless It's a Nurseryman's

As It Seems to Owen G. Wood, Wood-Howell Nurseries, Who Cites His Observations and Points the Remedy in Address at Southern Association Convention

"It's Not a Home Until It's Planted—Unless it happens to be a Nurseryman's home, situated on, or adjacent to the Nursery. Every office, located on a lawn, should be planted—Unless it happens to be a Nursery office. Roadside development and beautification should be generally practiced—Unless it happens to be Nursery property. For, apparently, there is a federal law which prohibits the beautification of the Nursery and Nursery grounds; and Nurserymen are law-abiding in every respect, even relative to the Eighteenth Amendment.

Apparently Prohibition—Even if the law against beautification of the Nursery and office grounds should be nullified, Nursery stock under present conditions is far too scarce to use for the beautification of the Nursery, the Nursery office and other Nursery buildings. So we Nurserymen must locate our office in some inaccessible corner of our packing house, and then hide our packing house behind a pile of discarded boxes, dead plants and other miscellaneous rubbish. For if we fail to do this, one of these days somebody might be able to find our office and force us to dispose of a few of our "bushes."

What Might Happen—And if some of us should be so ignorant, so un-Nurseryman-like, as to build an attractive office, and then so foolish as to take some of our own medicine and plant it attractively, we might be forced to go to work and do the same for a lot of other people. We might even be accused of being businesslike and modern and our Nurseries might then become a logical and legitimate source of supply. Therefore, **Beware!** For that might have a tendency

toward the elimination of Department Store competition. We might even find ourselves adverse to selling questionable dealers, or selling on a consignment basis. Some of us might even have to call in our fleets of peddling trucks.

Might Do Business Ethically—We might even again become departmentized and again have legitimate wholesale and retail Nurserymen. For the beautification of our Nurseries would probably force us to dispose of our stock through retail channels, at retail prices, and the retail man's surplus might disappear, making it necessary for him to buy from a wholesale Nurseryman.

So be careful! We can't let that happen; for, if we buy from a wholesale Nurseryman, he is apt to quit selling Department Stores and fly-by-night dealers, and might stop selling his stock on a consignment basis. He might even stop selling it at below cost of production, and if we let that happen the Nursery industry would suffer great losses—the elimination of **unethical distribution**. Therefore, take warning, for I speak from personal experience.

Even a Nurseryman Can—A few years ago I decided that my own home was not a home until it was planted, so late in the spring, after the planting season was finished, we took the best of the small stock which we had at that time, and put in a rather attractive planting around this residence.

As time went on, and the planting grew, we found that even a Nurseryman could enjoy an attractive planting and we were delighted and considerably surprised at the results obtained from a business standpoint.

Prior to that time, my more intimate friends oft-times mentioned the fact that we failed to practice what we preached. After this planting, I found that interest in our Nursery materially increased and people often stopped to admire.

Sample Planting Frequently Duplicated—This planting was frequently duplicated, even in whole; often in part; the stock, of course, being supplied by our firm. At that time our fence was of rails and the highway right-of-way, in front of our Nursery, was a clay bank, grown up in weeds. We decided to build an attractive fence and obtained special permission from the Virginia Highway Commission to grade, seed and plant our highway right-of-way. Now along the entire frontage of our No. 1 place we have a lawn kept carefully trimmed and an attractive planting, representative of our stock, instead of a clay bank, rail fence and weeds galore.

Stopped the Motorist—Right from the start we noticed that motorists would slow down and admire the results of our efforts. Frequently they stopped, often when the fields were muddy, when a visit to the Nursery proper would have been impossible; but we could take them out on the right-of-way lawn and show them representative samples of the stock in the fields.

We now take considerable pride in our place and enjoy it to the utmost. After all is said and done, we get out of life just about what we put into it; and if we sow beauty, we may live in harmony with the beautiful things of life.

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**CALIFORNIA ASSOCIATION
OF NURSERYMEN**

Henry W. Kruckeberg, Los Angeles, Secy.

21st Annual, Watsonville Sept. 24-26

At this writing the program and itineraries for the forthcoming convention (the twenty-first annual) of the California Association of Nurserymen is still in a state of incubation, but sufficient advance has been made by the program committee to indicate its scope and character. It is the aim of those having the preliminaries in charge to make the meeting an affair of business, aiming to solve some of the economic problems confronting the commercial plant industry in California. Allowing for this it naturally follows that plant standardization will again be considered. The standards adopted at the Ontario (1930) convention have been in force among the members during the past selling season; naturally changes have occurred to them during the operation which will come up for consideration. Prices, salesmanship, markets and credits are also likely to be precipitated into the proceedings.

To a representative of the **American Nurseryman**, Secretary Henry W. Kruckeberg said:

"No topic excites more interest in California than the matter of pest control in Nurseries. The matter is acute, from the effectively from dawn until dark. He has "IT"—eye appeal. The only compensation he asks for his services is a little attention and pleasant surroundings. He produces more than any group of salesmen we have ever tried, is absolutely honest, trustworthy and dependable in every respect. He works equally well in the heat of summer or in the heart of winter. He is **Always** on the job, three hundred and sixty-five days in the year, and throws in an extra day once in every four. He becomes more interesting, and more productive every day. He is our "Silent Salesman"—Our Planting.

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Long List of Ornamentals
in generous supply.

fact that the industry has submitted to a volunteer (license) tax for the creation of a State Nursery Service in the California Department of Agriculture, the fund for which aggregates about \$25,000 annually. The expenditure of this fund in order to secure a service that will operate successfully is a matter in which the Nurserymen have a vital interest. With the appointment of a new Director of Agriculture, it is hoped a campaign of action will be formulated at Watsonville.

"Since Watsonville is situated in the Central Coastal bulb-growing district, there will be a general review of this important and growing division of California rural industry. The same may be said of the rapidly expanding business of exporting cut flowers under refrigeration by express trains to eastern markets.

"Another phase of rural and suburban life that has of late commanded wide attention and in which Nurserymen should have sufficient interest to produce collective action is the rural beautification of the California landscape by encouraging the adornment of home grounds, the alignment of state highways and boulevards with trees, and the wider acceptance of public parks and gardens in rural communities. A strong committee was appointed at Ontario to formulate a plan whereby the commercial plantsmen might become an active and virulent force in such a movement. The subject may also come up in an address or paper by someone in official authority in the state government."

Briefly these are some of the highlights of the convention. The program will touch on many phases of the industry, the aim being to strengthen the individual units in an effort to solve some of their problems. It is anticipated that the complete program will be ready for mailing the first week in September. The last day of the convention will be devoted to pleasure. The annual banquet will be given Friday evening in the Redwoods.

The **American Nurseryman** hopes to present the complete program in its issue for September 15.

Obituary

Leonard Coates

Leonard Coates, one of the most prominent Nurserymen of the Pacific Coast, pioneer leader of world-wide reputation in his line, died Aug. 9 in a Pacific Grove, Monterey, Cal., hospital, of bronchial pneumonia, aged 76. He was prominently identi-



LEONARD COATES, Morgan Hill, Cal.
1855-1931

fied with the prune industry besides being widely known as a pioneer Nurseryman, latterly at Morgan Hill, Cal.

Coming to California from England, his native land, in 1876, he founded his first Nursery at Napa, Cal., in 1878. He was credited by growers with having produced some of the best prune trees of the state. Surviving are his widow, Mrs. Annie Coates, two sons, Allen and Ronald Coates, a daughter, Miss Phyllis Coates, four grandchildren, and two sisters and a brother in England.

When writing to advertisers just mention **American Nurseryman**.

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FIFTY YEARS' continuous and successful experience in every phase of the Nursery business has taught us many valuable lessons.

This knowledge not only embraces the fundamental principles of plant culture, but also includes the important function of service to the public—a service which we have developed to a standard that has attracted country-wide attention of fellow Nurserymen.

If you, as a Nurseryman, have never been numbered among the hundreds of fellow workers who have visited our Nurseries at Painesville, we want you to consider this message as a Friendship Offer to visit us at any time it is convenient to you. Our interest in the Nursery business is not self-centered, if we have solved problems—overcome obstacles—which now confront you, we'll gladly and freely give you the result of our vast, and varied experiences.

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**OKLAHOMA NURSERYMEN'S
ASSOCIATION**
Mrs. W. E. Rey, Oklahoma City, Secy.

Midsummer convention was held September 1 in Durant in joint session with the Southwestern Nurserymen's Association whose meeting covered Sept. 2-3. President W. T. Fain's address followed an address of welcome by J. T. Foote and response by T. A. Milstead. Jim Parker, Tecumseh, discussed the general outlook for fruit growing in the state. The report of the secretary, Mrs. W. E. Rey, was followed by an address by R. E. Montgomery, Nursery inspector, on "General Outlook for Nursery Business in Oklahoma." Other addresses were: "Cultivation of Trees and Shrubs," by George R. Phillips, and "Just Who Are Entitled to Trade Prices," by W. E. Rey. At the noon luncheon there was a round table discussion. The afternoon was spent in visiting places of interest around Durant.

At a hearing in Washington, D. C., last month before the Interstate Commerce Commission on the railroads' united plea for a 15% rate increase, G. Hale Harrison, president Harrison's Nurseries, Berlin, Md., dealers in fruits and vegetables and in young trees, said the price on his products are the lowest in 17 years. He said he has made every possible reduction in operating expenses, including two wage cuts for common labor since January 1, aggregating 25 per cent but that he was forced to ship the larger part of his products by truck.

Harry E. Wellman, Kendall, N. Y., farmer and former president of the New York State Horticultural Society, said "any increase in freight charges at this time will be unthinkable from any standpoint, and it means that the grower must either purchase trucks and do his own transportation or devise some other means of disposing of his products."

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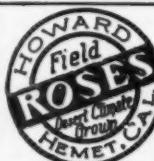
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Tree Seed Crop Conditions in Austria, Central Europe

In his summary of tree and seed crop conditions in Austria and central Europe, Jul. Stainer, Wiener-Neustadt, Austria, under date of Aug. 7, comments on the favorable weather last winter, late frosts being avoided and warmth and rain concurring in the spring to seed crop advantage later.

Concerning values he says: "Small difference in prices should not be allowed to decide the high-principled Nurseryman when buying seeds. He will make up the insignificant supposed loss manifoldly by gaining an excellent plant material, while by buying unadapted seeds he will receive also only unadapted plant material and have thus a double loss."

Southern climates result in a very brisk production and an extraordinary early maturing of the seeds. While here in Austria many a tree is still in blossom, in southern Europe it already bears fruits. So well this early gained seed may be adapted for the culture in countries with warm climate, as a matter of course it is not adapted for a rougher climate with longer winters and early autumns. The seeds germinate too early, the plants shoot quickly, but they are not able to offer resistance and perish soon. The seeds collected in southern countries of Europe are gathered for the most part from trees and shrubs in gardens and artificial park plantations where every tree is potted and grows well guarded and is in no way hardened.

Therefore every American Nurseryman may consider conscientiously whether the climatic conditions of his own Nursery correspond with those where the seeds come from; and, even if this should be the case, whether also the regions where the plants grown of these seeds will be delivered have the same climate.

Especially in Austria and Germany, in the last years the scientists have pointed, under striking proofs, towards the importance of provenience for the raising of plants. Austria and central Germany have in this regard a very favorable climate. The young plants have to contend from the beginning and harden and grow strong and healthy trees; seeds of such trees are of course very valuable.

As already mentioned above, in Austria and central Germany where nearly all sorts of trees and shrub seed can be gathered, most of the species will have good crops this year.

As to the fruit tree seeds, there will be this year sufficient Myrobalan plums, peaches, apricots and cherries. There is an especially good crop of Mazzard cherries, Prunus avium sylvestris, which for a series of years did not grow so beautiful and abundant as this year.

On the contrary, the crop of Prunus Mahaleb is very short. It is the same with apple seeds, while from pears much more is to be expected than last year.

All the ornamental shrubs have had a good blossom and from all sorts seeds will be obtainable at reasonable prices. We direct attention especially to Mahonia, Ilex, Crataegus, Cytisus laburnum, Ligustrum, Syringa vulgaris, Rhus cotinus, Viburnum, Daphne mezereum, etc.

Among the deciduous trees especially Fagus sylvatica promises a good crop which should be profited of, as there are often for years no beeches to be had. Acer platanoides and Acer pseudoplatanus, the Fraxinus and Tilia varieties, Robinia pseudoacacia, Gleditschia, Betula, Carpinus, Morus, all promise a good yield.

Similar are the crop prospects of the conifers. Only of Pinus nigra austriaca, Pinus laricio, this year again there may not be expected a large crop. There were now already several crop failures and this valuable seed so much inquired after, will at last be obtainable only at fancy prices. But it is to be expected that at Wiener-Neustadt in the heart of the Pinus nigra austriaca producing region, a small quantity will be collected.

Pinus sylvestris, Pinus strobus, Pinus excelsa, Pinus peuce will have medium crops; Pinus mughus and Pinus halepensis will be abundant; Picea excelsa and Abies pectinata will have very good crops; the crop of Larix europaea will not be very large, but the quality of the seed will be excellent. Taxus baccata, the varieties of Cupressus, Thuja, Biota, Cedrus, especially Cedrus deodara, will have good crops.

In consequence of the very bad economical conditions in Austria, the producing firms will collect and produce this season only as much seeds as they surely will be able to sell; and it is therefore recommended to buy this year the seed requirements earlier than usually, as otherwise there will be the danger of coming too late.

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**OHIO NURSERYMEN'S
ASSOCIATION**

G. Walter Burwell, Columbus, Secy.

About one hundred Nurserymen and their wives, of the Ohio Nurserymen's Association attended the summer meeting of the association in Dayton, O., Aug. 19-20. Opening event was an informal dinner on the evening of the first day in the roof garden of the Hotel Miami, W. F. Bohlander welcoming to the Miami Valley district. Speeches were made by W. J. Smart, Dundee, Ill.; M. C. Gould, Chicago; Mr. and Mrs. John Hollenbach, Mcnroe, Mich. Motion pictures of game hunting in Africa followed; also dancing. On the second day there was a tour of landscape effects at homes of the Patterson Estate, C. E. Steffey, O. L. Harrison, R. C. Snyder and O. H. Hutchings in Dayton. The tour ended at the Moraine Nursery (established four years ago) of the Siebenthaler Company where dinner, provided by the Nurserymen of the Miami Valley, was served at long tables in the packing shed. Tours were made to the nearby plant of the Frigidaire Corporation, the Dayton Fruit Tree Label Company and the 140 acres of the Nursery, conducted by John and Clarence Siebenthaler. George Siebenthaler is in Europe buying new items. Some of these, recently arrived, were seen in the rows. The other members of the company are Wilbur G. Siebenthaler, John D. Siebenthaler and Clarence O. Siebenthaler.

Arrangements committee included J. Howard Burton, Howard N. Scarff, Thomas B. Kyle, Parker W. Leonard, John D. Siebenthaler.

Among those present were: H. S. Chard, W. A. Cole, A. Baurmann, Painesville; Thomas McBeth, Springfield; Mr. and Mrs. A. R. Pickett, Clyde; Mr. and Mrs. G. Walter Burwell, Dr. and Mrs. L. C. Chadwick, W. W. Ellenwood, Columbus; Mr. and Mrs. E. M. Jenkins, Winona; Mr. and Mrs. R. A. Champion, Perry; Howard Kyle, Tippecanoe City; Mr. and Mrs. S. G. Harry Wooster; Mr. and Mrs. Harry R. O'Brien, Worthington; C. E. Carr, Yellow Springs; R. E. Imley, Zanesville; Albert Dinsmore, Troy; John M. Leonard, Piqua; Mr. and Mrs. Max M. Scarff, Mrs. W. N. Scarff, New Carlisle; Mr. and Mrs. A. S. Buskirk, Miss Myrtle E. Buskirk, Independence; C. E. Kern, Wyoming; Charles Ernst, Eaton; Mr. and Mrs. Ralph C. Griffing, Beaumont, Tex.

Jap. Beetle Control Order—Lee A. Strong, Chief of the Plant Quarantine and Control Administration, has issued an order advancing from Oct. 1 to Sept. 20 the date on which Nurseries using the lead arsenate method of preventing soil infestation with Japanese beetle larvae may start plant shipment in the fall, where the plot in which the plants were growing has been treated two or more successive seasons. In the same order, the date on which lead arsenate treatment must have been completed is advanced from Aug. 1 to July 1, in order to make sure that there will be sufficient time for killing the larvae in the soil. The material used for this treatment is powdered lead arsenate in the proportion of 1500 pounds to the acre. The directions for application are given in circular PQCA-322.

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Strawberry Plants of Quality

WE have to offer for Fall and Spring sales 1,500,000 Mastodon Everbearing, 500,000 Progressive Everbearing, 125,000 of the Great Youngberry, a new Dewberry. 3,000,000 New Blakemore, the best early Strawberry. Millions of standard varieties. TRADE LIST FREE!

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Trend on Pacific Coast Is For Orderly Production

As Shown by Surveys the Past Year—Quality Products Rather Than Excessive Quantities—To Specialize and to Cooperate—Market Knowledge

By Executive Secretary C. A. Tonnison, Pacific Coast Association

It is becoming apparent that the buying public recognizes the assumed responsibility which membership in the Pacific Coast Association of Nurserymen implies, and it has therefore been suggested that our insignia be protected by copyright.

In summary of surveys made the past year the trend among Nurserymen on the Pacific Coast in general is to proceed according to a program for orderly production, produce quality products rather than excessive quantities with a stronger endeavor to specialize as deemed practical, and to cooperate to determine and maintain values fair to all interested. Accomplishment is now largely a matter of patience and perseverance.

The producer of ornamental stocks will profit by knowing more definitely as to what are available markets, changing conditions in prospective and to observe the practice of more orderly production, individually and collectively, now in evidence. As expressed by a leading Nurseryman, "We are all forced to adopt more careful methods." He suggests there are a good many firms in America which are in better condition than they were a year ago, not being prepared then as now for adverse conditions.

Wholesalers Straight Talk

(Continued from Page 91)
present; but my attitude has always been this: The banks are in business to loan money, and they are always willing to do so if they are sure they are going to get it back, and if a man is entitled to credit anywhere, he should be entitled to credit at his own bank.

No Right to Ask Henry

For instance; if I am not entitled to credit at my own bank in my town, I have no right to ask Henry Chase of Chase, Ala. to extend

me credit, and I dare say that there isn't a Nurseryman in this room, if he could get cash in advance for every shipment he made, who would not be perfectly willing to discount his wholesale list price far more than any bank is allowed to charge for interest. Then why not eventually, and in the near future, get the Nursery business strictly on a cash basis, and then we would not have to pay out two or three hundred dollars a year to some credit association, and then 10 to 25 per cent for some one to collect our bad debts, and in addition loose thousands of dollars besides.

Everyone on Cash Basis

It is my opinion that every business is going to have to go on a cash basis if it exists, and here is the way that I believe the Nursery business can be put on a cash basis: Suppose that a retail Nurseryman, through his agents, sells \$50,000 worth of Nursery stock to be delivered in November, and his agents have collected at the time the sales were made 25% on these orders, which leaves a balance of \$37,500 that the retailer is practically sure he is going to collect to the penny. On Oct. 1 this retail Nurseryman checks up on his stock and finds that he is going to have to buy \$10,000 worth of stock to fill these orders and he hasn't the cash to pay for it. He could take these orders to any banker in the U. S. and show him that 25% had already been paid

Everyone Happy

on them and the banker would loan him \$10,000 on these orders to purchase the stock, because he would know that just as soon as these orders were delivered he was going to get back his money. Then the retailer could take the \$10,000 and go to any wholesaler and get a bigger discount for cash on the stock than the banker would

charge him interest, and in this way everybody would get cash for the stock he sold, the banker would be paid, and everybody would be happy.

But of course, whether or not the stock was sold wholesale or retail, the customer's interest and rights would have to be taken into consideration; but this could be easily taken care of by inserting a clause in the contract whereby the seller guaranteed to refund the purchase price of any and all stock sold that was not free from disease, up to grade, and just as represented in every respect, providing the purchaser would return same within ten days from receipt of goods.

How Will You Collect Them

I have been informed that our last session of the legislature in Tennessee passed a law that will make it practically impossible to collect a debt from 75% of the people should they see fit to take bankruptcy. I think the exact figures are that a man will be allowed \$750 cash in the bank, an income of \$150 per month, and \$1000 worth of property free from all incumbrance, before a dime can be collected from him should he choose to take bankruptcy. When this law goes into effect, which it will Jan. 1 next year, I imagine that other states will pass similar laws. If they do, how would you expect to collect for a bill of fruit trees or shrubs from the majority of the farmers who buy them?

So, my closing words are: Not now, but in the very near future, let's get the Nursery business on strictly a cash basis.

Good Business in California—Roy Wilcox, Montebello, Cal., was reported last month constructing a one-acre lath house at Brea, Cal., where he has 60 acres of ornamentals and 30 acres of citrus, and that in July he shipped carloads of stock to eastern points.

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American Fruits Publishing Company, P. O. Box 124, Rochester, N. Y.

VIRGINIA NURSERYMEN'S ASSOCIATION
W. N. Roper, Petersburg, Secy.

Virginia Nurserymen will join the State Conservation and Development Commission in its state-wide beautification program, it was announced Aug. 17 following an organization meeting on that date of the Virginia Nurserymen's Association in the courtroom of the State Industrial Commission in Richmond attended by officials of the conservation commission.

Richard A. Gilliam, executive secretary of the commission, addressed the Nurserymen briefly on the plans of his group to beautify the state and said that Nurserymen could be of great assistance in this program. He said that R. E. Burson, landscape engineer



OWEN G. WOOD, Bristol, Va.
Vice-Pres. Virginia Nurserymen's Assn.

of the commission, is ready to assist Nurserymen by giving advice and direction in their work.

Mr. Gilliam said that a number of citizens owning property along the highways and in park areas are eager to improve the appearance of their land by planting shrubs and trees and improving their lawns. Since Nurserymen are frequently called upon to supply shrubs and trees and to trim or remove trees already standing, if they work with Mr. Burson, the general beautification program, adopted by the conservation and highway departments within the last two years, can be coordinated and speeded up, Mr. Gilliam declared.

The Nurserymen unanimously indorsed



W. N. ROPER, Petersburg, Va.
Secy. Virginia Nurseryman's Assn.

this program and promised to assist the commission in its work.

Among state officials present were State Senator J. B. Watkins, Midlothian; G. T. French, state entomologist; C. R. Wiley, state department of agriculture, and R. E. Burson.

Officers of the Nurserymen's association

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are: President, L. M. Jones, Norfolk; vice-pres., Owen G. Wood, Bristol; secy-treas., W. N. Roper, Petersburg. Annual meetings will be held on Aug. 15. A special meeting will be held Jan. 20, 1932.

SOUTHERN NURSERYMEN'S ASSOCIATION

W. C. Daniels, Secy., Pomona, N. C.

Association in convention in Huntsville Aug. 26-27 took definite action on trade terms and credits, establishing these regulations for members: Accounts to be paid under option of 2% discount in ten days or net in thirty days. Past due accounts to be listed with association secretary monthly.

Officers elected: Pres., C. R. Stephens, Jacksonville, Fla.; Vice-Pres., Owen G. Wood, Bristol, Va.; Secy., W. C. Daniels, Pomona, N. C. Chairman of Executive Committee, L. M. Jones. Place of meeting 1932, Jacksonville, Fla.

WILLIAM T. HOOD PASSES

William Taylor Hood, long head of W. T. Hood & Co., Richmond, Virginia, died Aug. 21, age 88. He began with Franklin Davis Co. becoming partners with Franklin Davis and Samuel C. Kent. Upon dissolution in 1890 Mr. Hood formed his company. His son Kent W. Hood maintains the business.

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All "American Nurserymen" wishing to do business with Europe should send for the **HORTICULTURAL ADVERTISER**

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PENNSYLVANIA NURSERY-MEN'S ASSOCIATION
H. L. Haupt, Hatboro

Pennsylvania Association's summer meeting was scheduled for Sept. 1 at B. F. Barr's Nurseries, one mile from Lancaster, Pa. Members were the hosts of Mr. Barr. In his advance notice of the meeting, Lester W. Needham said: "The executive committee has outlined a very interesting program. There will be no regular speeches, but there will be brought out some rather startling facts and revelations which you can't afford to miss. Mr. Barr says it will be the most talked about meeting in the East. He is a former president of the association.

Phony Peach Quarantine—A public hearing has been announced by U. S. Department Agri. to consider advisability of extending the phony peach disease quarantine to Arkansas, Florida, Illinois, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Texas. As an alternative to the extension, the question of the possible discontinuance of the federal restrictions on account of this disease will also be discussed. The hearing will be at 10 a. m., Sept. 15, before the Plant Quarantine and Control Administration and the Federal Plant Quarantine Board, in Room 43, Natural History Building, U. S. National Museum, 10th St. and Constitution Ave., N. W., Washington, D. C.

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Swiss Immigrant's Rise

Day Laborer to Dept. Head in Nursery and State Official in Eight Years

In zero weather eight years ago a Swiss immigrant arrived in Newark, N. Y., looking for occupation. Next day he went to work as a day laborer for Jackson & Perkins Co. One year later he became superintendent of the evergreen department of J. & P. Nurseries where he still is at a good salary. Besides as a conservation expert and authority on evergreen culture, he is a member of the N. Y. Conservation Commission.

His name is Peter Vincent Patterer. "As the son of a Swiss export seed merchant," says the Rochester, N. Y., American, "he learned his business young, went to college and set out for the United States. He had heard of Newark's Nurseries and the name of the town was written on a piece of paper in his pocket.

"Unable to speak English, he was questioned at Ellis Island by an immigration officer who made an attempt to speak German so unintelligible that Peter made some curt replies. Immediately he was cast in the lockup and for many days faced deportation. Finally an investigation of alleged mistreatment of immigrants at Ellis Island resulted in his being released.

"Although Peter did not want to go immediately, he was handed a ticket for Newark and told to get out of sight, which he did. Upon reaching Newark in the early morning he had difficulty in making himself understood and wandered several miles into the bleak country, through a raging blizzard, before a kindly milk man noticed his scanty clothing, took pity upon him and gave him a ride to the Jackson and Perkins office."

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**SOUTHWESTERN
NURSERYMEN'S ASSOCIATION**
Mrs. Thos. B. Foster, Denton, Tex., Sec.

Fourteenth annual convention of the Southwestern Association of Nurserymen will be held at Bryan Hotel, Durant, Okla., Sept. 2-3. Oklahoma Association will meet at the same place Sept. 1. All Nurserymen of the Southwest are invited to attend both conventions. Members will be welcomed by the mayor and C. C. Mayhew will respond. The first day's session will include presentation of report of the secretary-treasurer, Mrs. Thomas B. Foster, Denton, Tex., the address by President Eugene Howard, Austin, Tex., and an address on "The Lure of the Forest," by H. N. Wheeler.

WEDNESDAY, SEPT. 2

Report of Resolution Committee. Report of Nomination Committee and Election of Officers.

Address—Miss Inez Berryberry, Extension Specialist in Landscape Gardening, A. & M. College of Texas. Subject: What That Department is Doing and Its Benefits to Nurserymen.

Round Table Discussion: Problems of Production, Distribution and Prices. Led by J. B. Baker, Fort Worth, Tex., and R. W. Fair, Tyler, Tex.

Banquet 7:45 P. M.

THURSDAY, SEPT. 3
Rock Gardens and Water Gardens—Bruce E. Rey, Oklahoma City, Okla.

Address from Texas Department of Agriculture, by Hon. J. E. McDonald, Commissioner. Followed by J. M. Del Curto, Chief of Plant Inspection.

Relations Between Landscape Architects and Nurserymen and Their Responsibilities to the Public—J. O. Lambert, Shreveport, La.

What We Have to Sell—Three minutes allowed every member of the association to state briefly what he has to wholesale.

Short talk by president for ensuing year. Report of committees.

Newark, N. Y., Nurseries were toured last month by Nursery owners and operators of Cayuga County together with members of Farm and Home Bureau and 4-H Clubs of that county.

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	Each 100	Each 1000		Each 100	Each 1000		Each 100	Each 1000		Each 100	Each 1000
ABIES (Fir)			Scopulorum	.6- 8" o .05	.03	Strobus	4- 6" o .04	.02			
Balsamea	6- 8" x .04	.03	Scopulorum	10-12" xx .20	.18	Strobus	8-10" x .08	.06			
Balsamea	8-10" xx .08	.07	Scopulorum	12-18" xx .25	.23	Strobus	10-12" x .12	.10			
Concolor	4- 6" o .05	.04	Moonlight	grafts .50	...	Strobus	(Beds) 12-18" xx .15	.13			
Concolor	6- 8" o .05	.05	Blue Moon	grafts .50	...	Strobus	(Field) 12-18" xx .20	.18			
Concolor	6- 8" x .10	.07	Hill's Silver	grafts .40	...	Strobus	18-24" xx .30	.25			
Concolor	8-10" x .14	.12	Squamata meyeri	grafts .35	...	Sylvestris	4- 6" o .02	.01			
Homolepis	4- 6" o .03	.02	Virginiana	4- 6" o .04	.03	Sylvestris	6- 8" o .04	.02			
Homolepis	4- 6" x .06	.04	Virginiana	8-10" o .07	.05	Sylvestris	6- 8" x .08	.06			
Veitchi	4- 6" x .06	.04	Virginiana	18-24" xx .30	.25	Sylvestris	10-12" x .10	.08			
CEDRUS (Cedar)			Virginiana cannarti	grafts .30	...	Sylvestris	12-18" xx .20	.18			
Deodara	12-15" xx .20	.19	Virginiana cannarti	12-18" xx .60	...	Sylvestris	18-24" xx .30	.28			
Deodara	15-18" xx .25	.24	Virg. elegansissima	grafts .30	...	Tanyoiso	grafts .30	...			
Deodara	18-24" xx .30	.29	Virg. glauca	grafts .30	...						
CHAMAECYPARIS (Retinopora)			Virg. glauca	1-1½" xx .60	...						
Pisifera filifera	10-12" xx .15	.13	Virg. Kosteri horiz.	8-10" xx .17	.15						
JUNIPERUS (Junipers)			Hill Dundee	grafts .40	...						
Chinensis	4- 6" o .04	.03	Virg. pyramidalis	8-10" xx .17	.15						
Chinensis	6- 8" o .05	.04	Virg. schotti	grafts .30	...						
LARIX (Larch)											
Europaea											
Europaea											
PICEA (Spruce)											
Canadensis											
Canadensis	6- 8" o .03	.02									
Canadensis	8-10" o .04	.03									
Canadensis	10-12" x .12	.10									
Canadensis	12-18" x .14	.12									
Canadensis	18-24" x .27	.25									
Chinensis albovariegata	grafts .30	...									
Chinensis pfitzeriana	6- 8" x .10	.08									
Chinensis pfitzeriana	8-10" x .15	.14									
Chinensis pfitzeriana	10-12" xx .20	.17									
Chinensis pfitzeriana	12-18" xx .40	.35									
Chinensis pyramidalis, blue	grafts .30	...									
Chinensis pyramid's, green	grafts .30	...									
Chinensis sargentii, blue	grafts .40	...									
Chinensis sargentii, green	grafts .30	...									
Communis	6- 8" o .04	.03	Canadensis albertiana	6- 8" xx .08	.07						
Communis depressa	4- 6" o .03	.02	Canadensis albertiana	8-10" x .10	.09						
Communis depressa	6- 8" o .04	.03	Canadensis albertiana	10-12" x .17	.15						
Communis depressa	8-10" xx .15	.14	Excelsa	8-10" x .07	.05						
Communis depressa	10-12" xx .20	.19	Excelsa	10-12" x .08	.06						
Com. depressa, vase shap'd	grafts .40	...	Excelsa	12-18" x .11	.09						
Com. depressa aurea	grafts .30	...	Excelsa	18-24" x .16	.14						
Com. depressa plumosa	6- 8" xx .15	.12	Pungens	2- 3' xx .20	.19						
Com. depressa plumosa	8-10" xx .17	.15	Pungens	4- 6" o .04	.03						
Com. hibernica	10-12" xx .14	.12	Pungens	6- 8" xx .12	.10						
Com. suecica	8-10" x .15	.13	Pungens	8-10" xx .13	.12						
Excelsa stricta	6- 8" xx .12	.10	Pungens	10-12" xx .15	.14						
Excelsa stricta	8-10" xx .16	.14	Pungens	12-18" xx .27	.25						
Excelsa stricta	10-12" xx .25	...	Pungens kosteri	grafts .75	...						
Horizontalis douglasii	12-18" xx .35	...									
Japonica	8-10" xx .15	.13									
Japonica	8-10" xx .20	.18									
Japonica nana	grafts .50	...									
Japonica sylvesteris	4- 6" x .09	.07									
Sabina	6- 8" xx .16	.14									
Sabina horizontalis	8-10" xx .20	.18									
Sabina horizontalis	grafts .30	...									
Sabina horizontalis	6- 8" xx .18	.16									
Sabina horizontalis	8-10" xx .20	.18									
Sabina von ehren	grafts .40	...									
Sabina von ehren	8-10" xx .25	...									
Sabina von ehren	10-12" xx .30	...									
Scopulorum	4- 6" o .04	.02	Ponderosa scopulorum	4- 6" x .02	.01	TSUGA (Hemlock)	4- 6" xx .05	.04			
			Ponderosa scopulorum	6- 8" x .03	.02	Canadensis	8-10" xx .20	.18			
			Ponderosa scopulorum	6- 8" x .06	.04	Canadensis	10-12" xx .30	.28			
			Ponderosa scopulorum	8-10" x .07	.05						

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